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ABSTRACT

A two-part study examined the employment status, distribution, job satisfaction, and promotion opportunities of women working for livestock industry magazines. Livestock publications were chosen for this research because they are typical of industry-related magazines and are traditionally dominated by males. The mastheads of 59 magazines were examined to determine the number of men and women working in editorial, production, and advertising. A questionnaire was then administered to 69 men and women currently employed by livestock magazines. Among the research questions were (1) Are more women entering this field? (2) Do men earn more than women and receive raises sooner? (3) Is there a perceived bias--either overt or subtle--against women in the field; and (4) What is the perceived "suitability" of type of work for each gender within the livestock magazine industry? Nearly 60% of respondents were female. Results indicated that although women are under-represented in editorial positions, nearly 40% of respondents believed more women are currently employed by livestock magazines than was the case five years ago. Over 41% thought that women were better than men in the design and production areas, while a third thought that men were better in advertising. Discrepancies between promotion, salary, and pay raise trends for men and women were serious, even though most of those surveyed described the bias toward women as "subtle." Nevertheless, respondents rated working for a livestock magazine "very satisfying." (Tables of data are included.) (AEW)

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A DESCRIPTIVE STUDY OF PERCEIVED IMPACT OF GENDER ON EMPLOYMENT
STATUS, TYPE OF WORK, INDUSTRY RELATIONSHIPS, WORKING ENVIRONMENT &
JOB SATISFACTION IN LIVESTOCK INDUSTRY MAGAZINES

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ABSTRACT

A DESCRIPTIVE STUDY OF PERCEIVED IMPACT OF GENDER ON EMPLOYMENT STATUS, TYPE OF WORK, INDUSTRY RELATIONSHIPS, WORKING ENVIRONMENT & JOB SATISFACTION IN LIVESTOCK INDUSTRY MAGAZINES

This study extends recent gender-related research in the mass communications field to a previously unstudied area--industrial magazines. Specifically, livestock industry magazines are highlighted because these are publications "linked" to a traditionally male dominated industry, are structured similarly to other industrial publications, play a key role in covering the livestock industry and are attracting recent journalism graduates.

A two-part study was designed to answer seven clusters of research questions dealing with the distribution of men and women employed by these magazines and their perceptions of the impact of gender on a number of work-related variables. Data included the distribution of men and women employed by 59 different magazines in three areas: Editorial, Design & Production and Advertising. In addition, perceptual data were collected from livestock magazine staff members about variables unique to this study as well as those investigated in other mass communication gender-related research.

The results show that, consistent with other journalism fields, this segment of industrial publications is rapidly becoming female dominated. While adding validity to findings of other studies, this study also finds there are significant differences in perceptions of male and females regarding equity of salaries, pay raises and promotions. However, in spite of the fact that major changes are taking place within livestock magazines themselves, the relationship to the livestock industry does not appear to be affected.

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INTRODUCTION

During the last two years studies of the role women play in mass communication-related professions have increased in number. And, for the most part, the conclusions reached in these investigations are disturbing. For instance, in a longitudinal study Broom and Dozier¹ found that gender predicts income in the public relations profession. They document that women earn less than men even when all other variables are equal.

Further, Broom and Dozier refined understanding of the two major "roles" active in communication fields: communication managers and communication technicians. And, they find that roles predict income. Primarily because most of the technician positions are held by females who earn less than male managers. In addition, they found that technicians do not participate in the decision making process of communication organizations and that movement into management increases job satisfaction.

In an even more comprehensive and recent study, funded by the International Association of Business Communicators (IABC), Cline, et al. substantiated Broom and Dozier's findings and confirmed other assumptions as well.² For instance, they concluded that it is legitimate to express the concern that, as communications professions become female-dominated, salary and

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status within these professions will decrease--as they have with other female dominated professions such as nursing and teaching. Further, while these researchers found little overt bias within communication organizations against women, they did find there are subtle factors operating to influence women to accept lower paid, less powerful technician positions within the field.

Cline, et al. make some specific recommendations designed to remedy the inequities they document. Included is the recommendation that those in the communication profession who want to move beyond the technician role need to improve their management skills. Being a good writer, reporter or editor does not mean the individual is a good manager. Also, these researchers suggest that some changes need to take place in journalism and communication education programs. In particular, they urge the establishment of cooperative ventures between educators and professionals to provide greater exposure of female managers in the communication professions to students. But, Cline, et al. say, the most crucial need is to increase awareness among communicators and students alike that there is a problem.

Indeed, the reaction to findings of studies similar to those noted above has been mixed. While many applaud the documentation of trends that have been noted anecdotally for quite some time, others discount the notion that a problem exists. For instance,

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David Lawrence, publisher and chairman of the Detroit Free Press, says that such findings make great headlines, but because they are flawed, they do a disservice to journalistic professions.³

Lawrence disputes the notion that the communication professions (and newspapering in particular) are becoming "ghettos" for women. Further, he doubts that salary or prestige associated with communications careers will decrease just because more women are entering them. He claims that the increase of women in law and medicine has not had detrimental effects on those professions and suggests that thinking of journalism as ghetto-related hinders progress in solving real problems that women face in the profession.

While, as with many other areas of communication research, definitive findings about these concerns may be a long time coming, clearly more study is needed. And, indeed, more study is taking place.⁴ In particular, now that the problem has been identified in the public relations and business communication area, researchers are examining other journalism and communication areas for evidence that gender-related concerns exist there as well.⁵

The purpose of this study is to extend the investigation of these concerns to a journalistic area that, to date, has not received attention: industry-related magazines.

RESEARCH QUESTIONS

Obviously, industrial publications have much in common with other media and those who work in this area have much in common with those who work in other communication areas. Consequently, many findings of earlier studies of other areas probably apply to industrial magazines as well. Nevertheless, industrial publications possess enough unique characteristics to warrant separate study. For instance, many industrial publications are associated with industries that, if linked to one gender, have been traditionally linked to males.

Such is the case with the livestock industry-- a multi-billion dollar segment of the agricultural industry that is responsible for the breeding and marketing of cattle, hogs, sheep and horses. Granted, the "cowboy" might be a "cowgirl" in some instances. But, for the most part, the livestock industry is "traditional" in that women play very narrow and specific roles.

As with other important industrial segments there is an active "press" that covers the livestock industry. For the most part these are magazines, although there are publications that use a tabloid or "maga-paper" format. And, as with other groups of industrial magazines, some are "horizontal" in that they cover wide segments of the industry and others are "vertical" in that they cover only narrow segments. Also, as with other industrial magazines, many livestock publications are sponsored by associations (state cattle associations, breed associations,

etc.). However, a major segment functions independently of any specific organization and relies exclusively on advertising and circulation revenue for funding.

While all segments of agricultural communication are important to the economy, the livestock press has received recent attention from communication researchers because of the pivotal role livestock publications play in the diffusion of agricultural information.⁶⁻⁷ Further, livestock magazines have been of particular interest to agricultural communication educators interested in placing "ag-journalism" graduates in the field. For instance, Eynon recently found that while the average livestock magazine has a staff of less than five, there are good opportunities for internships and entry level positions.⁸

In short, livestock magazines are excellent examples of industry publications to which the investigation of gender-related research should be extended. These are publications that are linked to a traditionally male industry, are structured similarly to other industrial publications, play a key role in covering the industry and are attracting recent journalism graduates.

Consequently, a two-part study was designed to answer the following clusters of questions:

1. What is the distribution of men and women by department--editorial, design & production, advertising--within the livestock magazine field?
2. What is the perceived employment status of men and

women in the livestock magazine field? In other words, compared to the past, are more women entering this field? Also, what is the ratio of entering men and women and what is the ratio of men and women in management/technical positions?

3. What is the perceived "suitability" of type of work for each gender within the livestock magazine field? Is gender perceived to be related to work in the editorial, production or advertising departments?

4. Is there a perceived impact of gender on the livestock magazines' relationship to the livestock industry? Do those in the livestock industry, such as ranchers, breeders, feedlot operators, etc, prefer to work with men or women? Is one sex considered more credible than the other?

5. Is there a perceived impact of gender on the working environment within the livestock magazine field? Do women want to move into management positions on these publications? Are men and women promoted equally? How do men and women feel about working for women? Do men earn more than women and do men get raises faster than women?

6. Is there perceived bias--either overt or subtle--against women in the livestock magazine field?

7. Finally, is gender related to perceived job satisfaction within the livestock magazine field? In other words, are men or women more satisfied with their jobs in this segment of the magazine industry?

METHODOLOGY

To gather data needed to answer the research questions a two-part descriptive study was undertaken in late summer 1986. To answer the first research question, the mastheads of 59

different livestock magazines were examined to determine the number of men and women listed as working in one of three areas: Editorial (reporters, writers and editors), Production (layout, paste-up, design, art, graphics, typesetting, etc.) and Advertising (classifications related to selling space and servicing clients).

To gather data needed to answer questions two through seven, a two-part questionnaire was developed to administer to men and women currently employed by a livestock magazine. The first part of the questionnaire contained questions with forced choice responses and the second part allowed respondents to answer open-ended questions. The questionnaire was personally administered to 69 livestock magazine staffers attending the 1986 meeting of the Livestock Publications Council in Fort Worth, Texas, in August, 1986. The Livestock Publications Council has just over 100 member publications, most of whom are located in the United States. However, there are some Canadian members and one from Australia.

Nearly 60 percent (59.4) of the respondents were female. In spite of the fact that all respondents had an average of over seven years of experience working for livestock magazines, the respondents were clustered at the lower end of the age scale in that 71.6 percent were between 18 and 39. The respondents' primary areas of responsibility were: editorial 30.9%, design/production 16.2%, and advertising 14.7%. Just over 38

percent reported they work in all three areas--not an uncommon situation on smaller magazines of all types. A little more than half (56.7%) worked for association publications.

Because the bulk of the perceptual data collected from respondents was at the nominal measurement level, one-sample chi-squares were calculated for the frequencies of total sample responses. Also, to investigate possible differences in perceptions by men and women, responses are reported by gender. Here, k-sample chi-squares were calculated. In addition, to provide a measure of the association between the respondents' gender and perceptions, Cramer's V (or Phi where appropriate) was calculated for each question.⁹

RESULTS AND DISCUSSION

While Table I indicates that women are under-represented in editorial positions and about equal in other positions on the magazines scrutinized, a more complete picture comes into focus when the data in Table II are examined as well. These data show that nearly 40 percent of respondents believe more women are currently employed by livestock magazines than five years ago. Further, fully 80 percent of all respondents believe more women than men are entering this area of journalism.

Nevertheless, consistent with the findings of other gender studies and in spite of the influx of women in this field, Table II shows that men are the managers and women are the technicians at livestock magazines.

One respondent's comment, typical of others, reflects concern about these trends: "I welcome women who want to enter this field, and have found that most of the women now working are very qualified and extremely talented. However, it is also somewhat alarming that very few qualified young men are entering the field. We need a balance."

Table III reveals that in two of the three work areas, significant numbers of respondents believe gender is related to suitability for type of work. Over 41 percent believe women are better than men in the design and production area, while a third of respondents believe men are better in the advertising area.

There were several open-ended comments that reflected the perceptions that gender is somehow related to suitability for type of work in the livestock magazine field. One respondent wrote, "Women are better in the areas of detail and organization: two necessary ingredients in the publications business. Women are also willing to do any and everything. Men have a tendency to be 'too good to do some jobs.' This, of course, is not true for all men and women, but it is the experience I've had within our publication."

Table IV contains data useful for answering questions about the impact of gender differences on relationships to the magazine industry. It shows that nearly two thirds of respondents believe the industry prefers to work with male staffers on livestock magazines. But, importantly, virtually the

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same percentage believes that when it comes to evaluating a journalistic dimension like credibility, gender does not make a difference.

Nevertheless, a number of respondents indicated women have a tough time with industry sources. One said, "I think the prejudices are not as strong as in the past, but are still there. However, changes are happening as people are accepted for what they can do, regardless of gender or position." Another respondent agreed that the industry prefers men because "women's knowledge of cattle--buying, selling, etc.--is questionable."

Some of the most interesting findings of this study are in the data presented in Table V, which relates to the "environment" of livestock magazines as a place for men and women to work. For the first time, the data show there are differences between male and female respondents regarding several variables.

For instance, while the majority of both sexes agree that the "desire" to move into management is the same for males and females, significant minorities believe the desire is stronger in one sex or the other. Also there are significant differences between male and female respondents regarding the question of whether men and women are promoted equally. While nearly 80 percent of men believe there are equal promotions, only half that number of female respondents feel the same way.

The pattern of responses is the same for two important

economic variables. Significantly more women than men believe men earn more than women for the same job in the livestock magazine field. The same is true when respondents are asked if men get raises faster than women--female respondents believe they do, male respondents believe they don't.

Additional evidence to support the notion that there are significant perceptual differences related to a respondent's gender can be found in the measures of association reported for those four variables. In each case, the degree of association is moderate to strong.

Other data reported in Table V show that virtually all respondents agree that women want to move into management and that, by and large, neither sex resents working for a woman boss in the livestock magazine field.

Given the pattern of responses to the closed-ended questions, it comes as no surprise that many respondents had open-ended comments about the working environment of livestock magazines. One wrote, "I would like to see more women elevated to the top level editorship positions. Many are given the responsibilities of the day-to-day editorship but not given the challenge of overall responsibility."

Others commented on the underlying "economic differences" between men and women staffers. One said, "I feel more women are being hired because it is understood that they work hard, pay more attention to detail and can be hired for less money."

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Another said, "I think more women are employed in livestock publishing because they'll work for less money, period."

Nevertheless, when asked to indicate whether overt bias against women exists within livestock magazines, more than two thirds of all respondents disagree as Table VI shows. However, consistent with the findings by Cline et al. for other communication areas, over 70 percent of all respondents agree there are subtle factors working against women in the livestock magazine field.

Yet, as the data in Table VII show, virtually all those questioned agree they are personally satisfied with their job. Further, 70 percent believe that gender does not really make a difference when it comes to being satisfied with a job in the livestock magazine field.

And finally, as also reported in Table VII, the overwhelming majority of respondents believe that the increase in the number of women in livestock publishing is a positive factor.

CONCLUSIONS

The results of this study permit the formulation of a number of specific conclusions and recommendations. Among them:

****While it may be premature to call the livestock magazine field a "leather and lace" ghetto for women, it is clear this segment of industrial publications is rapidly becoming female dominated. Further, as with other mass communication fields, it is legitimate to express concern about the impact of this trend

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on the salaries and status of those making up the staff of these magazines.

****This study of livestock magazines adds validity to the results of other gender-related studies in mass communication. Many previous findings are confirmed in this study, which suggests that "problems" associated with the increased number of women in the communication fields are widespread. For instance, this study confirms that women are relegated to the role of production technician and not the communication manager. In this case, it means that women are the "hired hands" on the livestock magazine and not the "ranch formen."

****In spite of the fact that major changes are taking place within livestock magazines themselves, the relationship to the industry is not perceived as being affected. True, most agree that the industry would prefer to work with male magazine staffers, but when it comes to such journalistic dimensions as credibility, it appears that gender does not mean anything. It may be that critics of these types of studies, such as Lawrence, are right when they contend that ultimately the concerns expressed in studies such as this are unfounded. However, it may be that the industry relationship is hurt in ways that have not been measured.

****The perceptual differences between male and female staff members regarding promotions, salaries and pay raises constitute a "ticking time-bomb" on livestock magazines. Even if these

perceptions are due to "subtle" rather than "overt" bias against women (as the respondents in this study suggest) publishers need to move quickly to alter those perceptions. Certainly, the resentment generated by these perceptions is detrimental to the longterm health of these magazines.

***Given the fact that studies such as this have found these "subtle" factors do affect female employees of communication organizations, additional research should be undertaken to identify and neutralize them. Obviously, this is easier said than done. Nevertheless, by working to identify factors that are specific to particular media for instance, researchers may be able to have a greater impact.

***In spite of the problems identified by respondents in this study, it is clear that working for a livestock magazine is a very satisfying experience. Consequently, there is no reason not to encourage young people interested in an agricultural communication career to consider livestock magazines.

***Finally, gender-related studies such as this one should be extended to other types of industrial magazines. In particular, researchers should investigate whether the same kinds of problems are present in magazines that cover other male dominated industries. What about industrial magazines covering female dominated industries...do they have the same kinds of problems. Clearly, there are many opportunities for additional research.

TABLE 1

PERCENTAGE OF MEN/WOMEN EMPLOYED BY AREA WITHIN 59 LIVESTOCK MAGAZINES

	TOTAL/PERCENT	MEN/PERCENT	WOMEN/PERCENT
EDITORIAL	55.7	63.4	36.4
(Reporting/Writing/Editing)			
DESIGN & PRODUCTION	18.4	46.3	53.7
(Layout/Paste-up/Typesetting)			
ADVERTISING	25.9	49.1	50.9
(Selling/Servicing Clients)			

TABLE II
PERCEIVED EMPLOYMENT STATUS OF MEN AND WOMEN IN LIVESTOCK MAGAZINE FIELD

	TOTAL SAMPLE/PERCENT	MEN/PERCENT	WOMEN/PERCENT	CRAMER'S V/PHI
THE NUMBER OF MEN AND WOMEN EMPLOYED BY LIVESTOCK MAGAZINES COMPARED TO FIVE YEARS AGO. ²				.19
More women now employed	39.7	32.0	45.5	
More men now employed	01.7	00.0	03.0	
Number men/women about the same	58.6	68.0	51.5	
THE RATIO OF MEN/WOMEN ENTERING THE LIVESTOCK MAGAZINE FIELD. ²				.08
More women than men entering	80.0	81.5	78.9	
More men than women entering	06.2	07.4	05.3	
Number of men/women entering equal	13.8	11.1	15.8	
THE RATIO OF MEN/WOMEN IN MANAGEMENT POSITION AT YOUR PUBLICATION. ²				.17
More men than women in management	58.8	67.9	52.5	
More women than men in management	17.6	10.7	22.5	
Men/Women in management the same	23.5	21.4	25.0	
THE RATIO OF MEN/WOMEN IN TECHNICAL POSITION AT YOUR PUBLICATION. ²				.25
More men than women in technical positions	20.6	25.0	17.5	
More women than men in technical positions	60.3	46.4	70.0	
Men/Women in technical positions the same	19.1	28.6	12.5	

²One-sample χ^2 significance=.01

TABLE III

PERCEIVED "SUITABILITY" OF TYPE OF WORK FOR EACH GENDER IN LIVESTOCK MAGAZINE FIELD

	TOTAL SAMPLE/PERCENT	MEN/PERCENT	WOMEN/PERCENT	CRAMER'S V/PHI
EDITORIAL (Reporting, Writing & Editing) ²				.28
Men are better	08.7	17.9	02.4	
Women are better	07.2	03.6	09.8	
Gender makes no difference	84.1	78.6	87.8	
DESIGN & PRODUCTION (Layout, Paste-up & typesetting) ²				.13
Men are better	02.9	03.7	02.4	
Women are better	41.2	48.1	36.6	
Gender makes no difference	55.9	48.1	61.0	
ADVERTISING (Selling & Servicing Clients) ²				.26
Men are better	33.3	42.9	26.8	
Women are better	08.7	14.3	04.9	
Gender makes no difference	58.0	42.9	68.3	

²One-sample χ^2 significance=.01

TABLE IV

PERCEIVED IMPACT OF GENDER DIFFERENCES ON LIVESTOCK INDUSTRY RELATIONSHIPS

	TOTAL SAMPLE/PERCENT	MEN/PERCENT	WOMEN/PERCENT	CRAMER'S V/PHI
GENDER PREFERRED BY LIVESTOCK INDUSTRY (Ranchers, breeders, feedlot operators, etc.) ²				.12
Prefer to work with men	61.5	59.3	63.2	
Prefer to work with women	01.5	00.0	02.6	
Gender makes no difference	36.9	40.7	34.2	
GENDER CONSIDERED MORE CREDIBLE BY LIVESTOCK INDUSTRY (Ranchers, breeders, feedlot operators, etc.) ²				.02
Men considered more credible	35.8	37.0	35.0	
Women considered more credible	00.0	00.0	00.0	
Gender makes no difference	64.2	63.0	65.0	

²One-sample χ^2 significance=.01

TABLE V
PERCEIVED IMPACT OF GENDER ON WORKING ENVIRONMENT WITHIN THE LIVESTOCK MAGAZINE FIELD

	TOTAL SAMPLE/PERCENT	MEN/PERCENT	WOMEN/PERCENT	CRAMER'S V/PHI
WOMEN WANT TO MOVE INTO MANAGEMENT. ²				.10
Yes	98.6	100.0	97.6	
No	01.4	00.0	2.4	
THE "DESIRE" TO MOVE INTO MANAGEMENT. ^{2,3}				.33
Stronger in men	19.7	34.6	10.0	
Stronger in women	16.7	07.7	22.5	
Same for both sexes	63.6	57.7	67.5	
MEN AND WOMEN PROMOTED EQUALLY WITHIN LIVESTOCK MAGAZINE FIELD. ⁴				.38
Yes	56.9	78.6	40.5	
No	43.1	21.4	59.5	
MEN IN LIVESTOCK MAGAZINE FIELD RESENT WORKING FOR WOMAN BOSS.				.13
Yes	47.5	39.1	52.8	
No	52.5	60.9	47.2	
WOMEN IN LIVESTOCK MAGAZINE FIELD RESENT WORKING FOR WOMAN BOSS. ²				.15
Yes	19.4	27.3	15.0	
No	80.6	72.7	85.0	
MEN EARN MORE THAN WOMEN FOR SAME JOB. ^{2,4}				.36
Yes	75.8	56.0	87.8	
No	24.2	44.0	12.2	
MEN GET RAISES FASTER THAN WOMEN. ^{1,4}				.43
Yes	64.1	37.5	80.0	
No	35.9	62.5	20.0	

¹One-sample χ^2 significance=.05

²One-sample χ^2 significance=.01

³k-sample χ^2 significance=.05

⁴k-sample χ^2 significance=.01

TABLE VI
PERCEIVED BIAS AGAINST WOMEN IN LIVESTOCK MAGAZINE FIELD

	TOTAL SAMPLE/PERCENT	MEN/PERCENT	WOMEN/PERCENT	CRAMER'S V/PHI
OVERT BIAS "AGAINST" WOMEN IN LIVESTOCK MAGAZINE FIELD. ²				.16
Yes	22.7	14.8	28.2	
No	77.3	85.2	71.8	
SUBTLE BIAS "AGAINST" WOMEN IN LIVESTOCK MAGAZINE FIELD. ²				.15
Yes	72.5	64.3	78.0	
No	27.5	35.7	22.0	

²One-sample χ^2 significance=.01

TABLE VII

PERCEIVED JOB SATISFACTION AND EVALUATION OF INCREASE IN WOMEN IN LIVESTOCK MAGAZINE FIELD

	TOTAL SAMPLE/PERCENT	MEN/PERCENT	WOMEN/PERCENT	CRAMER'S V/PHI
MORE LIKELY TO BE SATISFIED WITH JOB IN LIVESTOCK MAGAZINE FIELD. ²				.13
Men more satisfied	09.0	11.1	07.5	
Women more satisfied	20.9	25.9	17.5	
Gender makes no difference	70.1	63.0	75.0	
PERSONALLY SATISFIED. ²				.14
Yes	97.1	100.0	95.1	
No	2.9	00.0	02.9	
OVERALL, THE INCREASING NUMBER OF WOMEN IN LIVESTOCK MAGAZINE FIELD IS... ²				.21
Positive	84.1	75.0	90.2	
Negative	04.3	07.1	02.4	
Not Sure	11.6	17.9	07.3	

²One-sample χ^2 significance=.01

FOOTNOTES

¹Glen M. Broom and David M. Dozier, "Advancement For Public Relations Role Models," Public Relations Review, Vol. 12, No. 1, pp. 37-56 (Spring, 1986).

²Carolyn G. Cline, Elizabeth L. Toth, Judy V. Turk, Lynne M. Walters, Nancy Johnson and Hank Smith, The Velvet Ghetto: The Impact of the Increasing Percentage of Women in Public Relations and Business Communication (San Francisco: International Association of Business Communicators, 1986).

³David Lawrence, "The Myth Of The Pink Collar Ghetto," Washington Journalism Review, January, 1986, pp. 21-23.

⁴For instance, the AEJMC Public Relations Division has issued a call for papers to be presented at the 1987 meetings dealing with "Gender and Public Relations Education."

⁵Anthony J. Ferri and Jo E. Keller, "Perceived Career Barriers For Female Television News Anchors," Journalism Quarterly 63: 463-467 (Autumn, 1986).

⁶John L. Adams and Anne M. Parkhurst, "Farmer/Rancher Perceptions of Channels and Sources of Change Information," Department of Agricultural Communications Report No. 9, University of Nebraska-Lincoln, August 1984.

⁷Dennis W. Jeffers, "Specialized Magazine Editors' Perceptions of 'Channels' of Communication and Information 'Purpose' for Specific Issue/Topics," paper presented to the Association for Education in Journalism and Mass Communication, Memphis, Tennessee, August 1985.

⁸ActionGram, Monthly Newsletter of the Livestock Publications Council, Vol. 10, No. 6, p.3.

⁹Marija J. Norusis, The Spss Guide to Data Analysis (Chicago: SPSS, Inc., 1986).